Atelier 21 Interiors

اتيليه 21 للتصميم الداخلي

MDC Modern Decoration

ام دي سي الديكور الحديث

❖ International Manufacturing Standard

MDC/Atelier 21adheres to international and local authorities standard and certification in wooden manufacturing processes in all production facilities.

❖ Health and Safety

MDC/Atelier 21 at large always works in accordance with the health and safety regulations covering workplace, plants, manpower, and machinery. The aim is to achieve better manpower welfare, reduce potential accidents, minimize environmental pollution generating processes, and improve overall performance. Salam Interiors World carries out periodic training with its staff on safety, health and environmental issues.

❖ Cost Efficiency & Optimization

The management team is constantly engaged in finding ways and means to modernize the production plant, equipment and systems used in its facilities.

❖ Project Management

MDC/Atelier 21 uses various renowned project management programs , tools, & techniques to better plan, execute , monitor update and report its activities, production and site works.

❖ Quality Control & Assurance

QA/QC processes & terminology are well defined in MDC/Atelier 21 operational processes & procedures . Quality checks are carried out on multiple levels and at different stages of work, starting with design, procurement,
receipt of material, production, shipment and delivery and finally in installation and handover.

❖ Design & Build

All of the companies in MDC/Atelier 21 that serve the interiors field have the capabilities to handle design and build interior projects.

Our Services

❖ Operation

1. Planning
2. Design
3. Cost Estimation
4. Post Contracts
5. Technical Department
6. Procurement & Logistics

True originality and creativity are central all that Salam Interiors World does. This is highlighted by the esteemed work of two companies that fall under the Salam International Investment Limited (SILL) umbrella-namely, Atelier 21 and Modern Decoration Company.

A high-end interior design, engineering and fit-out firm, Atelier 21 delivers personalized, luxury interior solutions and services to discerning clients by designing luxurious private and commercial projects - and building the same as turkey projects. Over the years, it has spread its operations from the UAE across the GCC and is now on independent and self-sustaining fit-out company with the power to control and deliver cutting edge quality end products.

A direct fit-out sister company to Atelier 21, Modern Decoration Company (MDC) is the production arm of Salam interiors World in the UAE. The company designs high quality, bespoke case goods, furniture and composite decorative elements - as well as being reputed for its joinery, decorative steel, glass solid tops and upholstery skills.

In the interiors business information control and impeccable adherence to process is vital. Managing the procurement supply chain for products and services in a fit-out company as large as Salam Industries, requires the use of a range of state-of-the-art project management techniques to expertly plan, execute, monitor, update and report activities, production and site works.

Our Services

❖ Metal and Glazing Works

Thru our sister company – Alu Nasa
Area of works :

- ❑ Custom Made, Bespoke, Unitized Curtain Wall Systems
- ❑ Stick System Curtain Wall
- Architectural Frameless Glass Facades & Skylights Supported by Glass Fins, Tension Cables, Steel Frames
- Aluminium & Stainless Steel Cladding
- Blast Resistant Facades, Doors & Windows
- Blast Resistant Facades, Doors & Windows
- Aluminium and Stainless Steel Handrails
- High Quality Aluminium Doors, Windows & Shopfronts
- Light Weight Architectural Metal Work

❖ Bespoke Joinery & Mill Works

There are some skills that can only be acquired through years of dedication and experience - such as joinery - and Salam Industries is also widely respected for division in this are, which has delivered exquisite works for projects across the region.

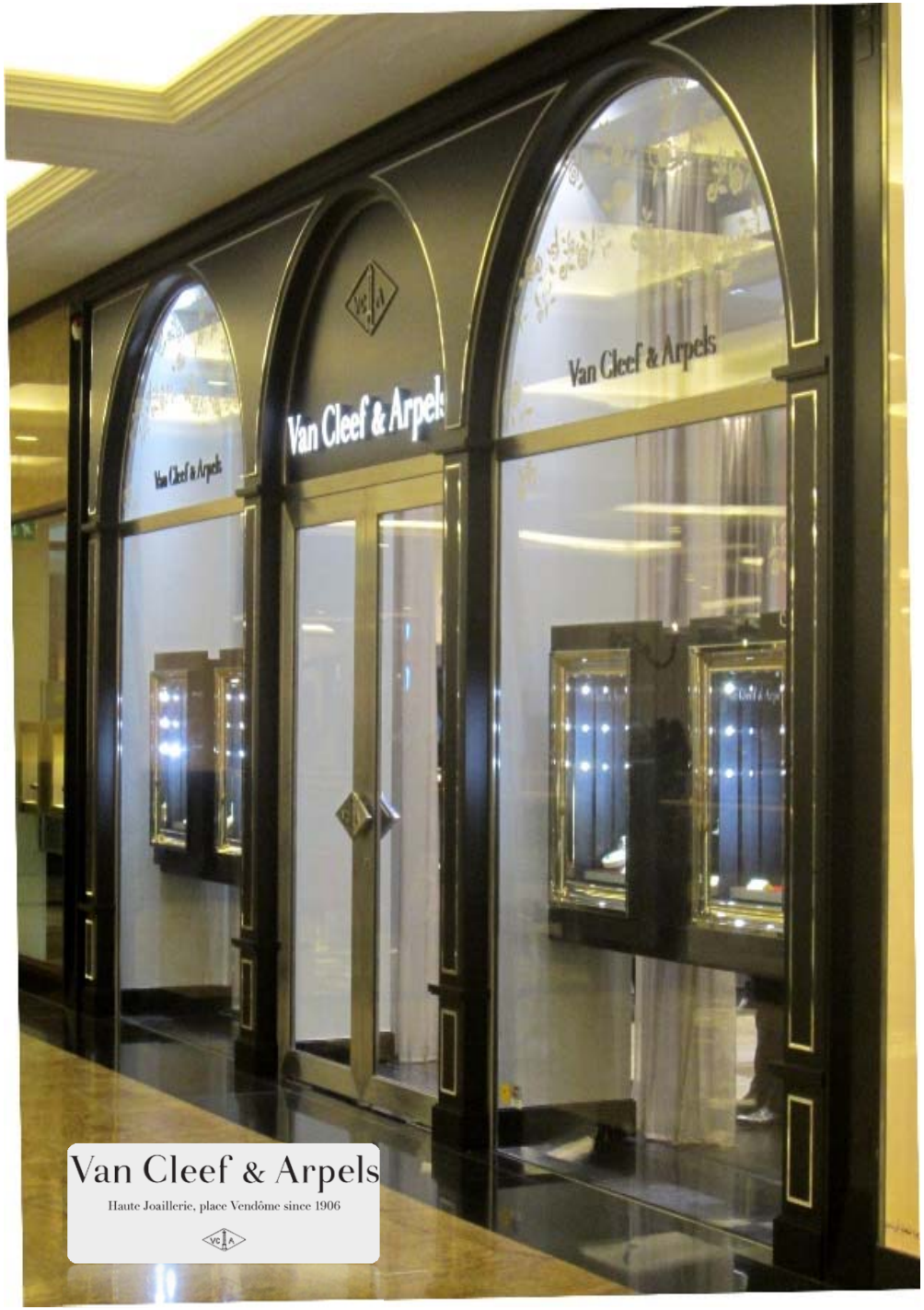
❖ Fit Out Contracting

MDC/Atelier21 is proud of the caliber of its workforce and the quality of the projects they complete - and this is especially true in the realm of fit-out contracting work. From the professional installation of ceilings, floors and partitions in buildings, to high quality furnishings, the company has stablished a strong reputation for uncompromising attention to detail, high quality and safety standards - as well as fully realizing its client's vision and needs

❖ Glass Processing

MDC/Atelier21 is an expert in this field, and has established its own leading edge glass division to handle all type of glass fabrication needed for interior works. Area of production include: partitions, display units, shelves, coloured glass, bent glass, crystal glass, painted and fused glasses, safety glass, shower glass, and laminated glass.

Commercial Retail Projects


Van Cleef & Arpels
Van Cleef & Arpels
Van Cleef & Arpels
Haute Joaillerie, place Vendôme since 1906

Cleef & Arpels

LOVE
MOSCHINO

MOSCHINO

VERSUS
VERSACE
VERSUS
VERSACE
LORIBLU

VERSACE

Brooks Brothers
Red Fleece

Brooks Brothers

GIORGIO ARMANI

TOM FORD
TOM FORD

Jo MALONE
LONDON

TOM FORD
TOM FORD
NOIR
EXTREME
TOM FORD

Jo MALONE
LONDON
Jo MALONE
LONDON

F&B Projects

FAUCHON
PARIS

DAMAC
LIVE THE LUXURY

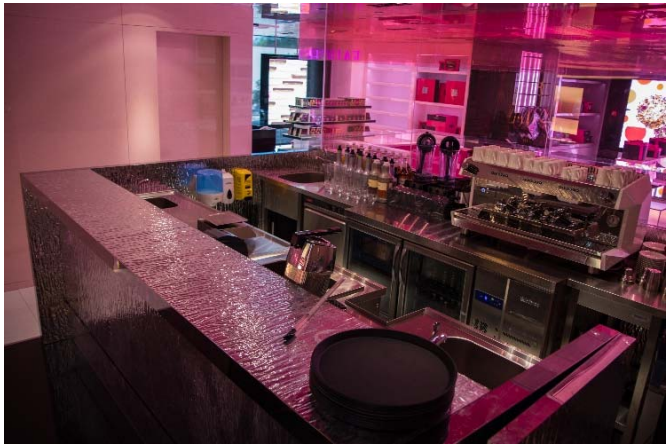
- **Damac Tower by Paramount (All Day Dining)**
- **Upper Crest Tower @ Burj Khalifa, Dubai (All Day Dining)**

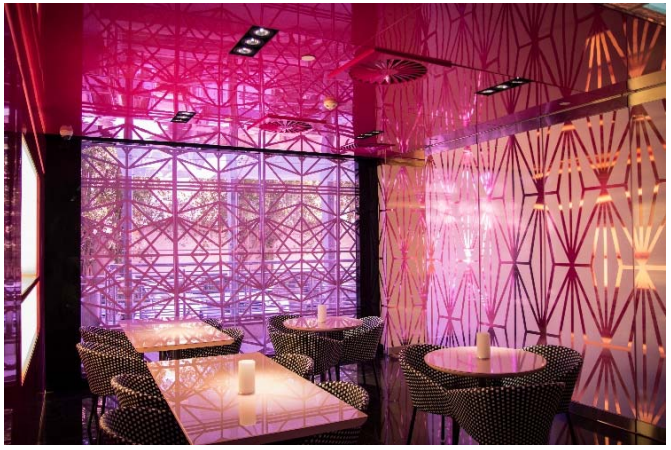
MASSAAD BBQ
farm to table

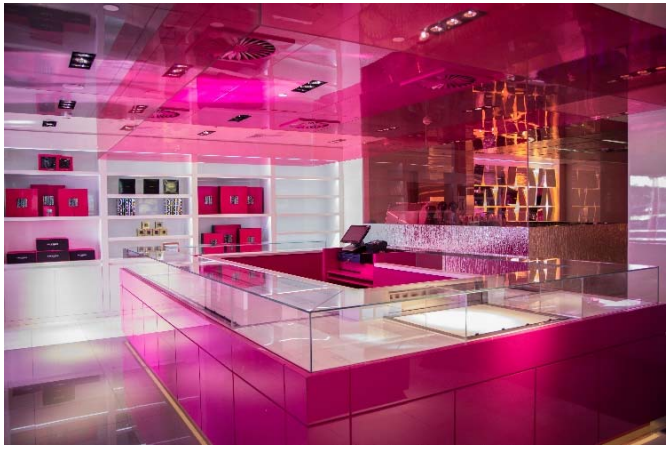
Gérard

DAMAC
LIVE THE LUXURY

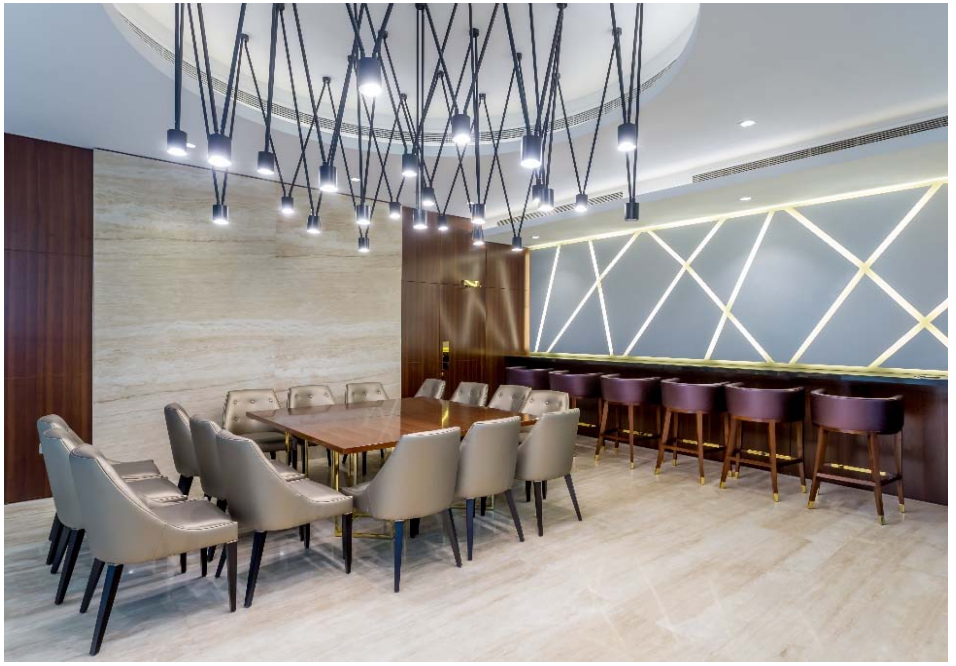
Damac Tower by Paramount







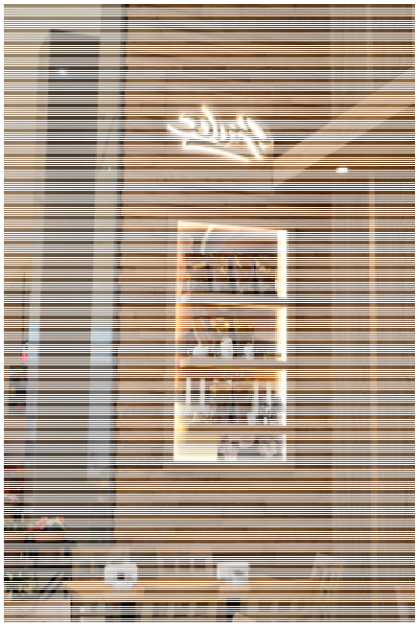
FAUCHON
PARIS

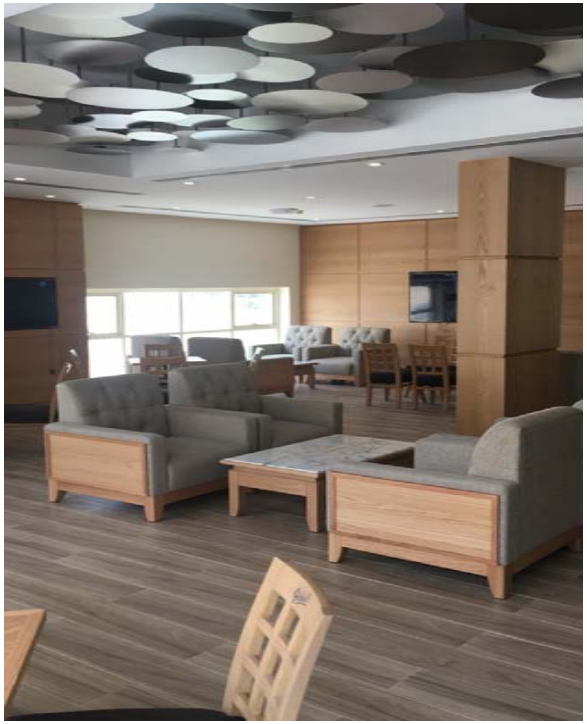


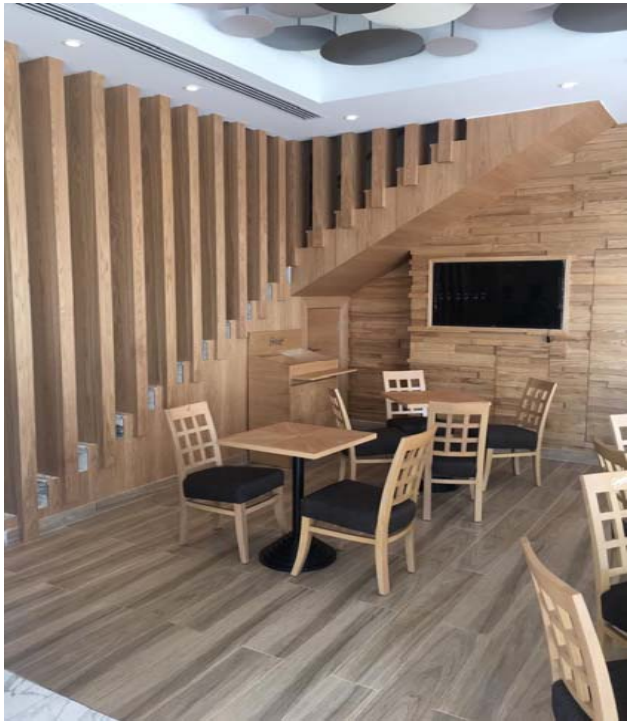
DAMAC
LIVE THE LUXURY

Upper Crest Tower @ Burj Khalifa, Dubai

MASSAAD
farm to table







Gérard

DAMAC
LIVE THE LUXURY

EMAAR

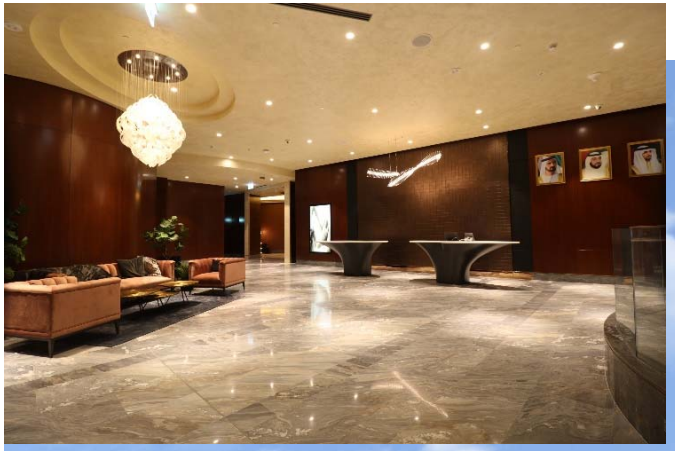
FOUR SEASONS
Hotels and Resorts

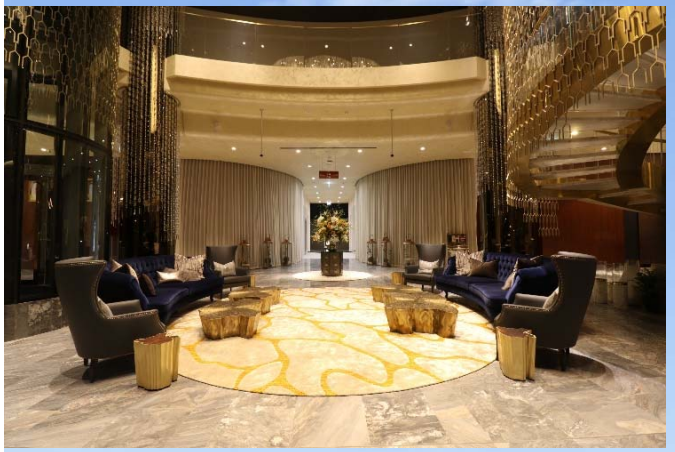
INTERCONTINENTAL
HOTELS & RESORTS

EATOPIA
A Better Place. A Better Plate.

The Ritz-Carlton®

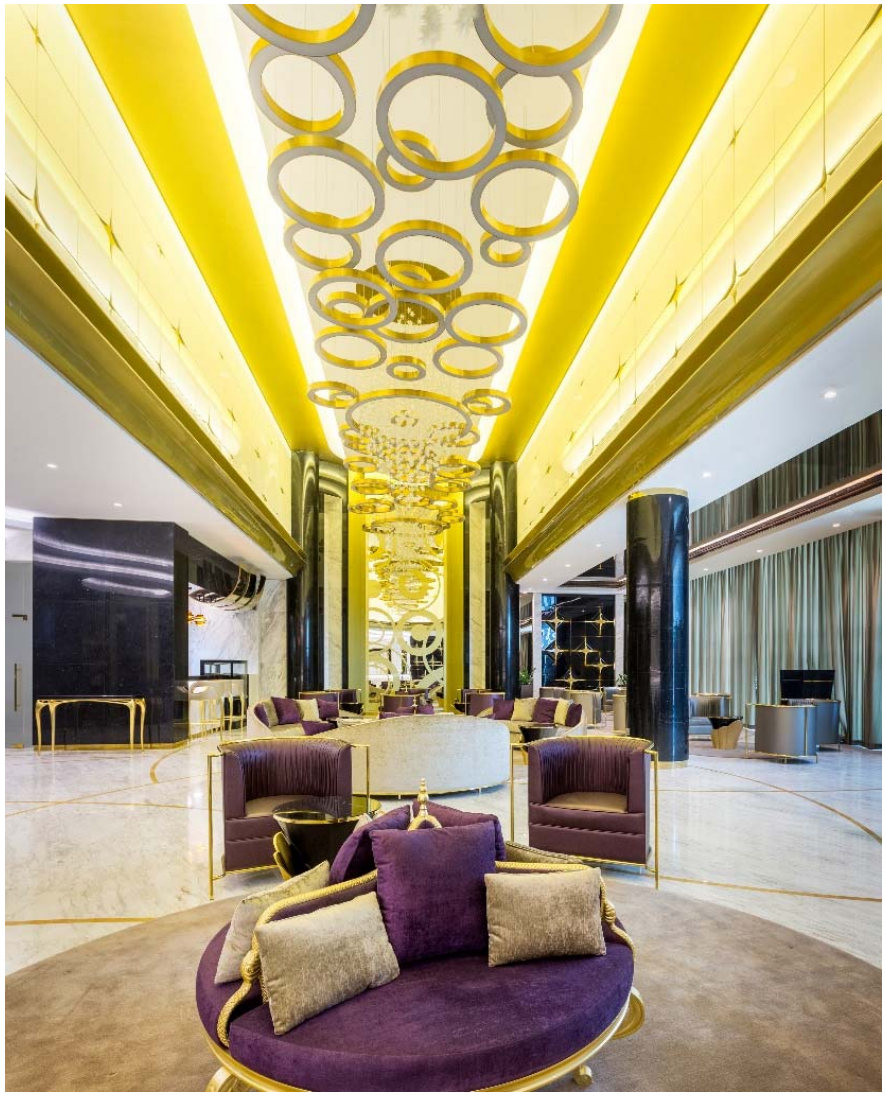
Hospitality Projects





Damac Tower by Paramount

DAMAC
LIVE THE LUXURY



Upper Crest Tower @ Burj Khalifa, Dubai

DAMAC

LIVE THE LUXURY

The Distinction Tower @ Burj Khalifa, Dubai

DAMAC

LIVE THE LUXURY

ميديكلينيك
MEDICLINIC

مؤسسة حمد الطبية
Hamad Medical Corporation
HEALTH · EDUCATION · RESEARCH صحة · تعليم · بحوث

SEHA صحة
شركة أبوظبي للخدمات الصحية ش.م.ع
Abu Dhabi Health Services Co. P.J.S.C

مغربي MAGRABI
MAGRABI HOSPITALS & CENTERS

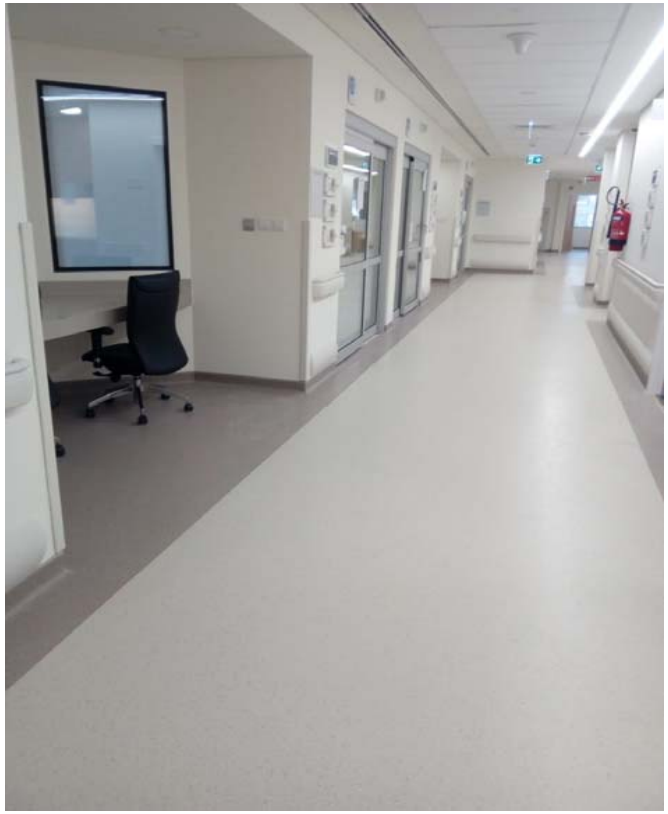
مستشفى الوكرة
Al Wakra Hospital
عضو في مؤسسة حمد الطبية
A Member of Hamad Medical Corporation

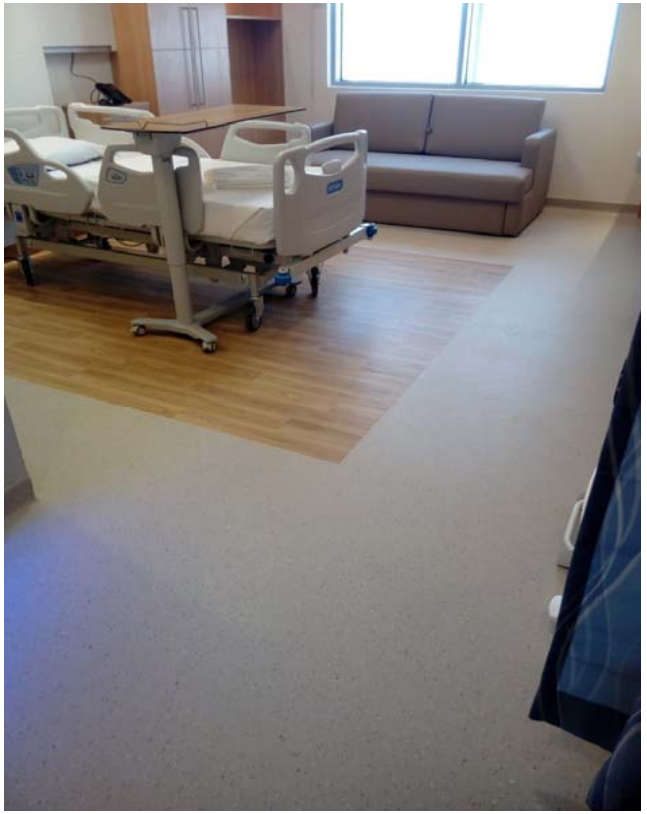
المستشفى الأمريكي
AMERICAN HOSPITAL
DUBAI دبي

Health Care Projects

Specialized Rehabilitation Hospital, Abu Dhabi

Ethihad Medical Centre





ميديكلينيك
MEDICLINIC

حكومة دبي
GOVERNMENT OF DUBAI

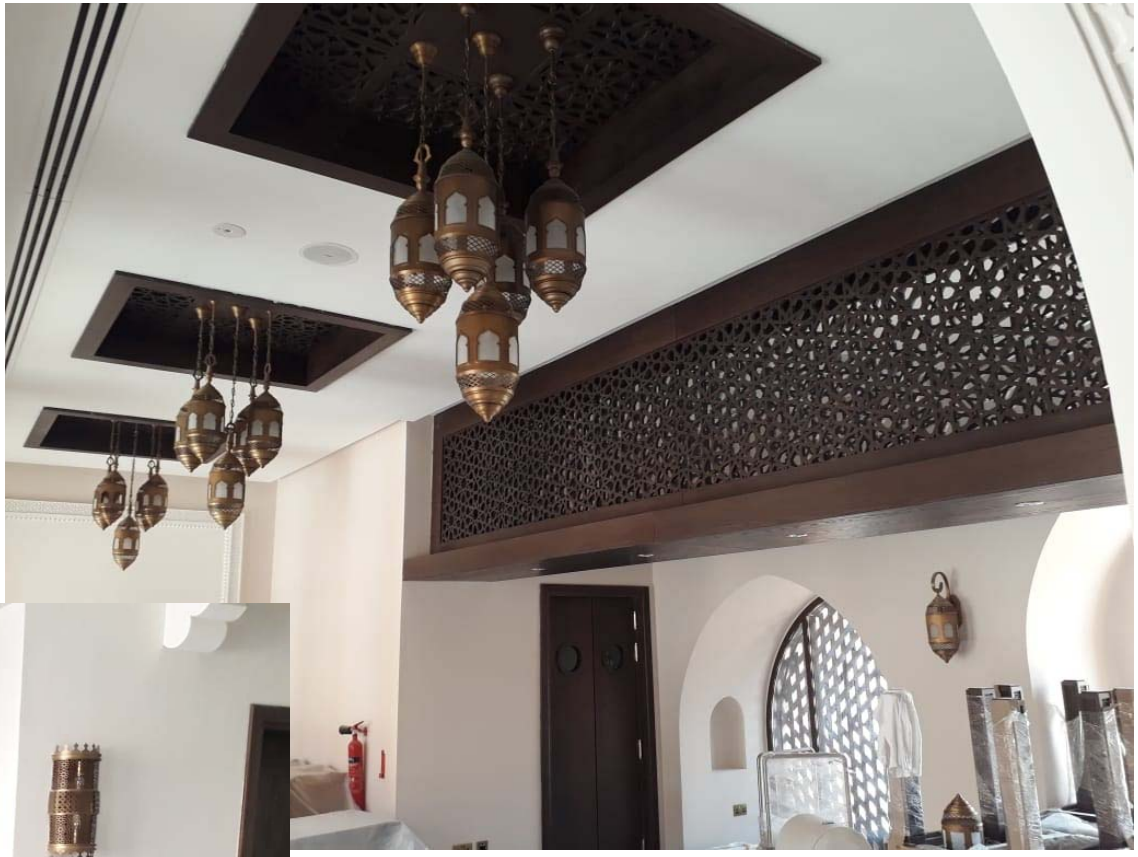
شروق
SHUROOQ
هيئة الشارقة للاستثمار والتطوير
Sharjah Investment and Development Authority

Heritage & Traditional Carpentry

Al Badayer Desert Camp

Al Badayer Desert Camp

Al Badayer Desert Camp



Al Badayer Desert Camp

Al Shindagha Museum

LIST OF SOME COMPLETED AND ONGOING PROJECT – MDC/ ATELIER 21 Jan-2019

No	Year	CLIENTS	CONTRACTOR	PROJECT NAME	Work Description	Project Location	Value – AED Millions
1	ongoing	Beck interiors UK		Talent museum	Furniture and interior fitout	Sharma KSA	1.1
2	2019	World of furniture	WOF	Office furniture	Desks, meeting tables made from walnut veneer and wood	Abu Dhabi	1.3
3	2019	KPM	KPM	Perfumery furniture	Especial Miscellaneous showcases and wall units	MENA region	2.4
4	2019	DAMAC PROPERTIES	ATELIER 21/MDC	PARAMOUNT	Public areas GF, Pre-function 1&2 and spa full fit out and furniture including F&B areas	Dubai Business bay	24.2
5	2019	SALAM STUDIO AND STORES	MDC	SALAM STUDIO & STORES FASHION	Full fitted and lose furniture and display units metal and wooden	The gate mall Doha	5.2
6	2018	FAUCHON	ATELIER 21/MDC	FAUCHAN CAFE	full fit out and furniture	Jeddah KSA	11.5
7	2018	Capital health AD	Wates	Rehabilitation hospital	All fitted and lose furniture	Abu Dhabi	5.1
8	2017	Z GENERAL CONTRACTING	SALAM Enterp. MDC	KHALIFA UNIVERSITY	Full joinery fitted solid surfaces counter and lose items	Abu Dhabi	10.1
9	2017	ATHATCOM	MDC	CROWN PLAZA	Public areas full fitted joinery including F&B + rooms furniture	Riyadh KSA	5
10	2017	FIBREX	Salam/MDC	KHALIFA UNIVERSITY	Counter, wall cladding wall units, wooden flooring and vanities in the extension	Abu Dhabi	1.05
11	2017	DAMAC PROPERTIES	ATELIER 21/MDC	UPPER CREST @ BURJ KHALIFA	Public areas full fit out and joinery including F&B areas	Burj Khalifa Dubai	9.4
12	2017	DAMAC PROPERTIES	ATELIER 21/MDC	DISTINCTION TOWER	Public areas full fit out and joinery including F&B areas	Burj Khalifa Dubai	7
13	2017	QATAR CENTRAL BANK	SALAM ENTERPRISES	QCB OFFICES	Full fit out and Furniture	Al Masraf Tower Doha	49
14	2017	SALAM STUDIO AND STORES	ATELIER 21/MDC	SALAM STUDIO & STORES KIDO	Full fitout and joinery	Dubai Mall Dubai	1.49
15	2017	ASGC	MDC	ADNOC GUEST HOUSE	Complete room Furniture	Abu Dhabi Al Ruwais	16.42
16	2015	SAUDI JAWAHIR TRADING CO.	ATELIER 2/'MDC	CHLOE ZANOTTI AND JOINERY)	Full fit out and Metal antique display units	GZD Jeddah KSA	2
17	2015	SALAM STUDIO & STORES LLC	ATELIER 21/MDC	SALAM BEAUTY	Full fit out and fully fitted and lose furniture and display units metal and wooden	Oman Muscat	1.7

18	2015	BLACK BOX DESIGN LLC	ATELIER 21/MDC	BIG BRANDS OUTLET	Fit out and wooden Furniture including display wall units and counters	Fahidi Metro STN Dubai	1.45
19	2015	SALAM STUDIO & STORES LLC	ATELIER 21/MDC	ARMANI JEANS	Full Fit out and Joinery	Yas Mall Abu Dhabi	1.45
20	2015	ETIHAD AIR WAYS	MDC	ETIHAD MEDICAL CENTRE	Reception area counters, furniture, and wall cladding	Abu Dhabi Airport	0.9
21	2015	3D Design	Atelier/MDC	PAUL SMITH	Full Fitout display islands and fitted Joinery	Dubai Airport concourse 4	0.45
22	2015	ARAB TECH	MDC	Louvre Abu Dhabi	Counters, wall cladding and doors	Abu Dhabi	1.1
23	2014	SALAM STUDIO & STORES	ATELIER 2/MDC	LOVE MOSCHINO	Full Fit out and Joinery	YAS MALL, ABU Dhabi	2.66
24	2014	3D DESIGN LLC.	MDC/ ATELIER	PAUL SMITH	Fit out and wooden Furniture including display wall units and counters	Mall of the Emirates Dubai	1.05
25	2014	3D DESIGN LLC.	MDC/ ATELIER	CHRISTIAN LOUBOUTIN	Fit out and wooden Furniture including display wall units and counters	Mall of the Emirates Dubai	0.92
26	2014	HAMAC TRADING ESTABLISHMENT	MDC	HAMAC - HAVAIANAS	Full Fit out and Joinery	Yas mall Abu Dhabi	1.66
27	2014	3D DESIGN LLC.	ATELIER 21/MDC	LONGCHAMP	Fit out and wooden Furniture including display wall units and counters	Mall of The Emirates Dubai	1.22
28	2014	DUBAI CIVIL AVIATION	MDC	FIRST, BUSINESS AND MARHABA LOUNGES	Full Joinery package including fitted furniture and wall cladding	Dubai airport concourse 4	4.8
29	2014	DUBAI CIVIL AVIATION	ATELIER/MDC	GIRAFFE CAFE	Full fit out and joinery	Dubai airport concourse 4	1.5
30	2013	G.H.Q. (ARMED FORCES)	SALAM ENTERPRISES	G.H.Q. (ARMED FORCES),	Fit out and furniture	Sweihan Abu Dhabi	10
31	2013	ESTEE LAUDER MIDDLE EAST FZE	MDC	CLINIQUE, TOM FORD STANDS	Perfumery and cosmetic display and wall units	Harvey Nichols KSA	2.15
32	2013	AAN EL AWAN TRADING	ATELIER/MDC	TAVOLA	Full Fit out and Joinery	Mall of the Emirates Dubai	1.53
33	2013	SALAM STUDIO & STORES	ATELIER 21/MDC	ARMANI JEANS	Fit out and wooden Furniture including display wall units and counters	Al Ain Mall al Ain	1.35
34	2013	ESTEE LAUDER MIDDLE EAST FZE	MDC	ZEGNA	Stands and display units	Debenhams Jeddah KSA	1.01
35	2012	BLACK BOX DESIGN LLC	ATELIER 21/MDC	TOYOTA SHOWROOM	Fit out and wooden Furniture	SZR Dubai	2.16
36	2012	ESTEE LAUDER T&R	MDC	MAC	Complete stand-alone island including display units and flooring	Terminal-1 Dubai Airport	2.11

37	2012	IAD GROUP LLC	MDC	FAUCHAN CAFE	full fit out and furniture	Muscat Oman	1.99
38	2012	ESTEE LAUDER T&R	MDC	ESTEE LAUDER	Perfumery and cosmetic display and wall units	Amman Airport DF	1.85
39	2012	ESTEE LAUDER MIDDLE EAST FZE	MDC	TOM FORD	Perfumery and cosmetic display and wall units	PG Marina Mall Abu Dhabi	1.17
40	2011	ESTEE LAUDER MIDDLE EAST FZE	MDC	CLINIQUE & TOM FORD STANDS	Perfumery and cosmetic display and wall units	Marina Mall Abu Dhabi	3.25
41	2011	VCA	Atelier 21/MDC	VCA	Jewellery and fashion accessories	Mall of the emirates Dubai	2.3
42	2011	DUBAI CIVIL AVIATION	MDC	5- AND 4-STAR HOTEL	Full room fitted furniture toilet, acoustic entrance doors	Dom 39 Dubai Airport	8.2
43	2011	SALAM STUDIO & STORES	ATELIER 21/MDC	GIVENCHY	Fit out and wooden Furniture including display wall units and counters	The Gate mall Doha	1.6
44	2011	SALAM STUDIO & STORES	ATELIER 21/MDC	PAUL SMITH	Fit out and wooden Furniture including display wall units and counters	The mall Gate Doha	1.11
45	2011	SALAM INDUSTRIES	MDC	MINISTRY OF INTERIORS	Supply of display units in all offices	Doha Qatar	2
46	2011	ESTEE LAUDER MIDDLE EAST T&R	MDC	CLINIQUE & TOM FORD AND BB	Perfumery and cosmetic display and wall units	Aishti downtown Lebanon	1.51
47	2010	SALAM JEWELLLERIES	ATELIER 21/MDC	DE BEERS	Fit out and wooden Furniture including display wall units and counters	Dubai Mall Dubai	5
48	2009	TRANSEMIRATES CONTRACTING	ATELIER 21/MDC	CBD BANK OFFICES BUILDING	Fit out and wooden Furniture	Sharjah	5.5
49	2007	DEBEERS	ATELIER 21	DE BEERS	Fit out and wooden Furniture including display wall units and counters	The King Tower Bahrein	5.1

Our Brands

- **Office / Laboratory Furniture**

- **Indoor Flooring, Wall Covering , Carpet, Raised Flooring,**

- **Healthcare**

- **Leisure**

Atelier 21 Interiors

اتيليه 21 للتصميم الداخلي

MDC Modern Decoration

امدي سي الديكور الحديث

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